



Chief Alan Weatherford today announced that:

The Gulfport Police Department would like to warn our citizens during this holiday season of the dangers of counterfeit merchandise. During this time of year, unscrupulous merchants prey upon unknowing citizens by representing counterfeit merchandise as name brand, trademarked items that function and perform to the standards of the genuine items or compare them to genuine items as if the performance and durability is equal. This can lead to disappointment when the items do not function or are not as durable as advertised. These items violate many trademark laws in existence to protect consumers and manufacturers alike. Usually, refunds are not offered and those items given as gifts cannot be returned as the merchants are “out of business” or have left the area by that time. The old adages still hold true, “You get what you pay for.... and... If it looks too good to be true, it probably is.....” Members of the Gulfport Police Department have been trained in the identification and enforcement of counterfeit merchandising violations. If you have concerns about vendors selling items that appear to be counterfeit, you can call the true manufacturer of the genuine item or the Gulfport Police Department if the vendor is located within the corporate limits of Gulfport.

“In these economic times it is disheartening that anyone would engage in these types of business practices. It will not be tolerated in Gulfport”Chief Alan Weatherford

Above all the Gulfport Police Department wishes its citizens a safe, Merry Christmas and a Happy New Year.